

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 498598 /		<u>Alt Order #</u> 06368348
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/29/12 - 11/05/12		<u>Estimate #</u> 1123
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 15	KVVU	10/29/12	11/05/12	Fox 5 News at 5	5-530p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Fox 5 News at 5	5-530p	M-----	:30		\$950.00	NM		
			See MG 16.3, 16.4, 16.5, 16.6									
Week:		11/05/12	11/11/12	1-----				1	\$950.00			
N 16	KVVU	10/29/12	11/05/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$900.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Fox 5 News at 6pm	M-F 6-630pm	M-----	:30		\$900.00	NM		
			See MG 16.3, 16.4, 16.5, 16.6									
	3	KVVU	10/29/12-10/29/12	Special Early News	Special Early News	M-----	:30		\$775.00	NM		
	Ⓜ		MG for 15.1, 16.1									
	4	KVVU	10/29/12-10/29/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$700.00	NM		
	Ⓜ		MG for 15.1, 16.1									
	5	KVVU	10/29/12-10/29/12	More M-F 9-10a	M-F 9a-10a	M-----	:30		\$275.00	NM		
	Ⓜ		MG for 15.1, 16.1									
	6	KVVU	10/29/12-10/29/12	Extra	M-F 1:05-1:35am	M-----	:30		\$100.00	NM		
	Ⓜ		MG for 15.1, 16.1									
Week:		11/05/12	11/11/12	1-----				1	\$900.00			
Totals											67	\$46,220.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	67	\$46,220.00	\$39,287.00
Totals	67	\$46,220.00	\$39,287.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT25/12 11.34
CHANGES *** KVVU-TV ***

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	EMILY MILHOAN	
SALES PRSN	PH- TERESA DIFURIA	

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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ICE)

[illegible]

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT25/12 11.34

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 12 AGENCY PRODUCT CODE = 11 AGENCY EST# = 1123												
15			ES 500P-530P	30		\$950.00	10/29	10/29	0		MON	0
15			ES 500P-530P	30		\$950.00	11/5	11/5	1		MON	1
PROGRAM : FOX 5 NEWS AT 5PM CON COM1 : FOX 5 NEWS AT 5PM												
62		A	400P-430P	30		\$775.00	10/29	10/29	1		MON	1
PROGRAM : NEWS ORD COM1 : SPOTS N/A DUE TO BASEBALL. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT29 ON LINE-15 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT29 ON LINE-16 FOR 1 SPOT/WK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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63	A		700A-900A	30		\$700.00	10/29	10/29	1		MON	1
PROGRAM : NEWS ORD COM1: SPOTS N/A DUE TO BASEBALL. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 62-65												

64	A		900A-1000A	30		\$275.00	10/29	10/29	1		MON	1
PROGRAM : MORE ORD COM1: SPOTS N/A DUE TO BASEBALL. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 62-65												

65	A		105A-135A	30		\$100.00	10/29	10/29	1		MON	1
PROGRAM : EXTRA ORD COM1: SPOTS N/A DUE TO BASEBALL. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 62-65												

16	ES		600P-630P	30		\$900.00	10/29	10/29	0		MON	0
16	ES		600P-630P	30		\$900.00	11/5	11/5	1		MON	1
PROGRAM : FOX 5 NEWS @ 6PM CON COM1: FOX 5 NEWS @ 6PM												

STATION MAKEGOOD OFFERS:
 M3 OK'D BUY#15 MISSED: MON/500P-530P OCT29 30S \$950.00 (OCT24/12)
 BUY#16 MON/600P-630P OCT29 30S \$900.00
 OFFER: MON/400P-430P OCT29 30S \$775.00 PLS ADVISE.
 & MON/700A-900A OCT29 30S \$700.00
 & MON/900A-1000A OCT29 30S \$275.00
 & MON/105A-135A OCT29 30S \$100.00
 CMT: SPOTS N/A DUE TO BASEBALL. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

NOV/12 46220.00 CONTRACT TOTAL 46220.00
 TOTAL SPOTS 67

MARKET TOTALS \$420,181 KVVU 11% KSNV 33% KLAS 33% KTNV 11% KVMY 8% KVCW 1% CABL 0%
 KTUD 3%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE